

AGENDA ITEM 5: Executive Director report – June 26, 2014

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Requested Action: **Receive report**

Executive Director Report

June 26, 2014

Program and Project Update

1. Delta Heritage Area Initiative (DelHAI):

- The Clarksburg Japanese Language School (Holland Union Gakuen) report will be presented later in the meeting.
- The Delta branding effort and related logo development has advanced since the detailed discussion of this item at the May 22 meeting. At that meeting, Commissioners and members of the public debated the use of the names “Sacramento-San Joaquin Delta” and “California Delta”. To help settle this debate, DPC posted an online public response survey asking “for the purposes of marketing the Delta as a destination, would you prefer the name California Delta or Sacramento-San Joaquin Delta?” The survey included arguments for and against both options. The survey will conclude July 7 and the winning name will be incorporated into the final logo design. Media coverage of the poll has generated strong participation.

The Commission/Conservancy team also met with AugustineIdeas to review public input on the four design concepts. This will lead to three revised logo designs (one of the proposed logos has already been ruled out due to low approval), of which two will be selected by the Commission/Conservancy team for an online public response survey. With that final input, the Commission/Conservancy team will make the final selection.

- ##### **2. DWR Emergency Drought Barriers:**
- DWR announced in late May that it would not be installing any emergency drought barriers in the Delta this year. However, DWR continues to process its permits (U.S. Army Corps of Engineers and State Water Resources Control Board) in anticipation that barriers might need to be installed in the future if drought conditions persist into 2015 or beyond. DWR is also preparing a drought contingency plan that would be in effect for a period of 5 to 10 years that would include potential use of emergency drought barriers under certain conditions.

Administrative Update

- ##### **1. DPC Staffing:**
- DPC is finalizing hiring for the Associate Environmental Planner position vacated by Alex Westhoff, and is also interviewing candidates for a Delta Program Manager I staff position to manage the levee assessment district project, Land Use and Resource Management Plan update and Economic Sustainability Plan update, among

other responsibilities. Both positions are expected to be filled by the middle of July, and these new hires will bring DPC to full staffing.

2. **DPC Strategic Plan:** Following the Commission approval of a proposed mission statement at the March 27 meeting, staff is next seeking Commissioner input on draft strategic plan vision, themes, goals and objectives. Staffing changes and other pressing deadlines have slightly delayed this effort, but it will now move forward and we expect to have the next iterative piece of the strategic plan for Commissioners to consider at the next Commission meeting. We still expect to bring the complete draft strategic plan to the Commission for approval in the fall.
3. **DPC 2014-15 Budget:** The fiscal year 2014-15 budget was approved by the Legislature on June 15 and is expected to be signed by the Governor. It includes \$1,356,000 in funding for the Commission (the same amount as was included in the Governor's January budget proposal), including funding for an update of the Land Use and Resource Management Plan (LURMP).

Upcoming Delta Events

- Pear Fair - July 27 in Courtland
- California Delta Chambers and Visitor's Bureau Taste of the Delta - August 9 at Tower Park Marina in Lodi.
- Delta Blues Festival – September 13 in Antioch
- Delta Waterways Cleanup – September 20, locations TBD
- Assuming the July 24 DPC meeting is cancelled, the next DPC meeting is September 25 in Discovery Bay.